

CLAIMS

Sub B1
1 A method for electronic advertising by an
2 advertiser, comprising:

3 posting an advertisement for an item offered to a
4 buyer for purchase from a merchant on a page per fee
5 basis at a predetermined price via a network link to a
6 network address represented in the advertisement by an
7 alias, which conceals the network address from the buyer;

8 receiving an invocation of the link from the buyer;

9 responsive to the invocation, transmitting an order
10 to the merchant for supply of the item to the buyer in
11 exchange for payment of the price by the buyer;

12 conveying the item, responsive to the order, from
13 the merchant to the buyer; and

14 receiving a predefined portion of the price paid by
15 the buyer in consideration for posting the advertisement.

1 2. A method according to claim 1, wherein posting the
2 advertisement comprises displaying the advertisement on a
3 Web site maintained by the advertiser and accessible to
4 the buyer via the Internet, and wherein receiving the
5 invocation comprises receiving an indication that the
6 buyer has selected the link.

1 3. A method according to claim 2, wherein transmitting
2 the order comprises transmitting the order in exchange
3 for a micro payment made from the buyer to the merchant.

1 4. A method according to claim 3, wherein responsive to
2 the micro payment, a billing server transfers a credit to
3 the merchant, and wherein receiving the predefined
4 portion of the price comprises receiving from the billing
5 server a portion of the micro payment.

37386S1

1 5. A method according to claim 3, wherein receiving the
2 predefined portion of the price comprises receiving from
3 the merchant a portion of the micro payment.

1 6. A method according to claim 2, wherein conveying the
2 item comprises allowing the buyer to access one or more
3 Web pages of the merchant.

1 7. A method according to claim 1, wherein the alias is
2 assigned by the merchant to correspond to the item
3 offered for purchase.

1 8. A method according to claim 7, wherein sending the
2 communication comprises passing the alias from the
3 advertiser to the merchant.

1 9. A method according to claim 8, wherein passing the
2 alias comprises passing the alias in a coded form.

1 10. A method according to claim 1, wherein the alias is
2 assigned by the merchant to correspond specifically to
3 the advertiser, among a plurality of advertisers who post
4 the advertisement.

1 11. A method according to claim 1, wherein transmitting
2 the order comprises sending a communication from the
3 advertiser to the merchant including an identifying code
4 issued to the advertiser by the merchant.

1 12. A method according to claim 1, wherein transmitting
2 the order comprises making a record of the order for use
3 in verifying that the predefined portion of the price is
4 paid to the advertiser by the merchant.

1 13. A method according to claim 1, wherein posting the
2 advertisement comprises posting the advertisement in
3 accordance with advertising terms published by the

4 merchant, and wherein receiving the predefined portion of
5 the price comprises receiving the portion as specified by
6 the advertising terms.

1 14. A method according to claim 13, wherein transmitting
2 the order comprises submitting, along with the order, a
3 coded-reference to the advertising terms.

1 15. A method for electronic commerce by a merchant,
2 comprising:

3 offering an item for purchase by a buyer on a page
4 per fee basis at a predetermined price via a network
5 link;

6 defining terms for advertising, in accordance with
7 which an advertiser posts an advertisement for the item,
8 the advertisement containing a reference to the network
9 link;

10 receiving from the advertiser an order for supply of
11 the item to the buyer responsive to invocation of the
12 link in the advertisement by the buyer;

13 conveying the item, responsive to the order, via the
14 advertiser to the buyer; and

15 receiving payment from the buyer for the item, while
16 a predefined portion of the price is paid to the
17 advertiser in consideration for posting the
18 advertisement, in accordance with the terms of
19 advertising.

1 16. A method according to claim 15, wherein offering the
2 item for purchase comprises offering the item on a Web
3 page of a Web site maintained by the merchant and
4 accessible via the Internet, and wherein conveying the
5 order comprises granting the buyer access to the Web
6 page.

1 17. A method according to claim 16, wherein receiving
2 the payment comprises receiving a micro payment from the
3 buyer.

1 18. A method according to claim 17, wherein responsive
2 to the micro payment, a billing server transfers a credit
3 to the merchant and further transfers the predefined
4 portion of the price to the advertiser.

1 19. A method according to claim 17, and comprising
2 transferring a portion of the received micro payment from
3 the merchant to the advertiser.

1 20. A method according to claim 16, wherein defining the
2 terms for advertising comprises defining terms according
3 to which the advertisement is displayed on a Web site of
4 the advertiser.

1 21. A method according to claim 15, wherein defining the
2 terms for advertising comprises assigning an alias to
3 serve as the reference to the network link in the
4 advertisement, so as to conceal the network address from
5 the buyer.

1 22. A method according to claim 21, wherein receiving
2 the order comprises receiving a message including the
3 alias.

1 23. A method according to claim 15, wherein defining the
2 terms for advertising comprises issuing an identifying
3 code to the advertiser, and wherein receiving the order
4 comprises receiving a message including the code.

1 24. Apparatus for electronic advertising by an
2 advertiser, comprising an advertising processor, which is
3 adapted to post an advertisement for an item offered to a

4 buyer for purchase from a merchant on a page per fee
5 basis at a predetermined price via a network link to a
6 network address represented in the advertisement by an
7 alias, which conceals the network address from the buyer,
8 and responsive to receiving an invocation of the link by
9 the buyer, to transmit an order to the merchant for
10 supply of the item to the buyer in exchange for payment
11 of the price by the buyer, to convey the item, responsive
12 to the order, from the merchant to the buyer, and to
13 receive a predefined portion of the price paid by the
14 buyer in consideration for posting the advertisement.

1 25. Apparatus according to claim 24, wherein the
2 advertisement is displayed on a Web site maintained by
3 the advertiser and accessible to the buyer via the
4 Internet, and wherein the processor is adapted to receive
5 the invocation of the link in the form of an indication
6 that the buyer has selected the link.

1 26. Apparatus according to claim 25, wherein the payment
2 comprises a micro payment transferred by the buyer.

1 ~~27. Apparatus for electronic commerce for use by a~~
2 merchant, comprising a merchant processor, which is
3 adapted to offer an item for purchase by a buyer on a
4 page per fee basis at a predetermined price via a network
5 link, with defined terms for advertising in accordance
6 with which an advertiser posts an advertisement for the
7 item, the advertisement containing a reference to the
8 network link, the processor being further adapted to
9 convey the item via the advertiser to the buyer in
10 response to an order received from the advertiser for
11 supply of the item to the buyer responsive to invocation
12 of the link in the advertisement by the buyer, and to

13 receive payment from the buyer for the item, while a
14 predefined portion of the price is paid to the advertiser
15 in consideration for posting the advertisement, in
16 accordance with the terms of advertising.

1 28. Apparatus according to claim 27, wherein the item is
2 offered on a Web page of a Web site maintained by the
3 merchant and accessible via the Internet, and wherein the
4 processor conveys the item to the buyer by granting the
5 buyer access to the Web page.

1 29. Apparatus according to claim 28, wherein the payment
2 comprises a micro payment transferred by the buyer.

1 30. A computer software product for electronic
2 advertising by an advertiser, the product comprising a
3 computer-readable medium in which program instructions
4 are stored, which instructions, when read by a computer,
5 cause to computer to post an advertisement for an item
6 offered to a buyer for purchase from a merchant on a page
7 per fee basis at a predetermined price via a network link
8 to a network address represented in the advertisement by
9 an alias, which conceals the network address from the
10 buyer, and responsive to receiving an invocation of the
11 link from the buyer, to transmit an order to the merchant
12 for supply of the item to the buyer in exchange for
13 payment of the price by the buyer, to convey the item,
14 responsive to the order, from the merchant to the buyer,
15 and to receive a predefined portion of the price paid by
16 the buyer in consideration for posting the advertisement.

1 31. A product according to claim 30, wherein the
2 advertisement is displayed on a Web site maintained by
3 the advertiser and accessible to the buyer via the
4 Internet, and wherein the instructions cause the computer

5 to receive the invocation of the link in the form of an
6 indication that the buyer has selected the link.

1 32. A product according to claim 31, wherein the payment
2 comprises a micro payment transferred by the buyer.

1 ~~33. A computer software product for electronic commerce~~
2 ~~for use by a merchant, the product comprising a~~
3 ~~computer-readable medium in which program instructions~~
4 ~~are stored, which instructions, when read by a computer,~~
5 ~~cause to computer to offer an item for purchase by a~~
6 ~~buyer on a page per fee basis at a predetermined price~~
7 ~~via a network link, with defined terms for advertising in~~
8 ~~accordance with which an advertiser posts an~~
9 ~~advertisement for the item, the advertisement containing~~
10 ~~a reference to the network link, the instructions further~~
11 ~~causing the computer to convey the item via the~~
12 ~~advertiser to the buyer in response to an order received~~
13 ~~from the advertiser for supply of the item to the buyer~~
14 ~~responsive to invocation of the link in the advertisement~~
15 ~~by the buyer, and to receive payment from the buyer for~~
16 ~~the item, while a predefined portion of the price is paid~~
17 ~~to the advertiser in consideration for posting the~~
18 ~~advertisement, in accordance with the terms of~~
19 ~~advertising.~~

1 34. A product according to claim 33, wherein the item is
2 offered on a Web page of a Web site maintained by the
3 merchant and accessible via the Internet, and wherein the
4 instructions cause the computer to convey the item to the
5 buyer by granting the buyer access to the Web page.

1 35. A product according to claim 34, wherein the payment
2 comprises a micro payment transferred by the buyer.